



WBTV
One Julian Price Place
Charlotte, NC 28208
(704) 374-3500

CONTRACT

And:

Specialized Media Services
741 Kenilworth Avenue
Charlotte, NC 28204
USA

<u>Contract / Revision</u> 818405 /		<u>Alt Order #</u>
<u>Product</u> NEWBY/BERRIE		
<u>Contract Dates</u> 10/16/12 - 11/05/12	<u>Estimate #</u> 1539	
<u>Advertiser</u> Newby/Berrie		<u>Original Date / Revision</u> 09/10/12 / 09/10/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WBTV	<u>Account Executive</u> Patti Goodnight	<u>Sales Office</u> WBTV National
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 1149	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WBTV	10/16/12	11/05/12	WBTV News 6a	6-7a		:30			NM	6	\$3,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	- TWTF - -				1	\$575.00			
	Week:	10/22/12	10/28/12	MTWTF - -				2	\$575.00			
	Week:	10/29/12	11/04/12	MTWTF - -				2	\$575.00			
	Week:	11/05/12	11/11/12	M - - - - -				1	\$575.00			
N 2	WBTV	11/05/12	11/05/12	The Early Show	7-9a		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	M - - - - -				1	\$375.00			
N 3	WBTV	10/29/12	11/04/12	WBTV Sat 7a News	7-8a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	- - - - - S -				1	\$400.00			
N 4	WBTV	10/16/12	11/05/12	WBTV News at 530p	M-F 530p-6p		:30			NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	- TWTF - -				1	\$700.00			
	Week:	10/22/12	10/28/12	MTWTF - -				1	\$700.00			
	Week:	10/29/12	11/04/12	MTWTF - -				1	\$700.00			
	Week:	11/05/12	11/11/12	M - - - - -				1	\$700.00			
N 5	WBTV	10/16/12	11/05/12	WBTV News at 6p	M-F 6p-630p		:30			NM	7	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	- TWTF - -				2	\$800.00			
	Week:	10/22/12	10/28/12	MTWTF - -				2	\$800.00			
	Week:	10/29/12	11/04/12	MTWTF - -				2	\$800.00			
	Week:	11/05/12	11/11/12	M - - - - -				1	\$800.00			
N 6	WBTV	10/16/12	11/05/12	WBTV News @ 11p	11p-1135p		:30			NM	6	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	- TWTF - -				1	\$1,100.00			
	Week:	10/22/12	10/28/12	MTWTF - -				2	\$1,100.00			
	Week:	10/29/12	11/04/12	MTWTF - -				2	\$1,100.00			
	Week:	11/05/12	11/11/12	M - - - - -				1	\$1,100.00			
Totals											25	\$19,225.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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<hr/>												
Time Period		# of Spots		Gross Amount		Net Amount						
10/01/12 - 10/28/12		12		\$9,625.00		\$8,181.25						
10/29/12 - 11/05/12		13		\$9,600.00		\$8,160.00						
Totals		25		\$19,225.00		\$16,341.25						

Signature: _____ **Date:** _____

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